

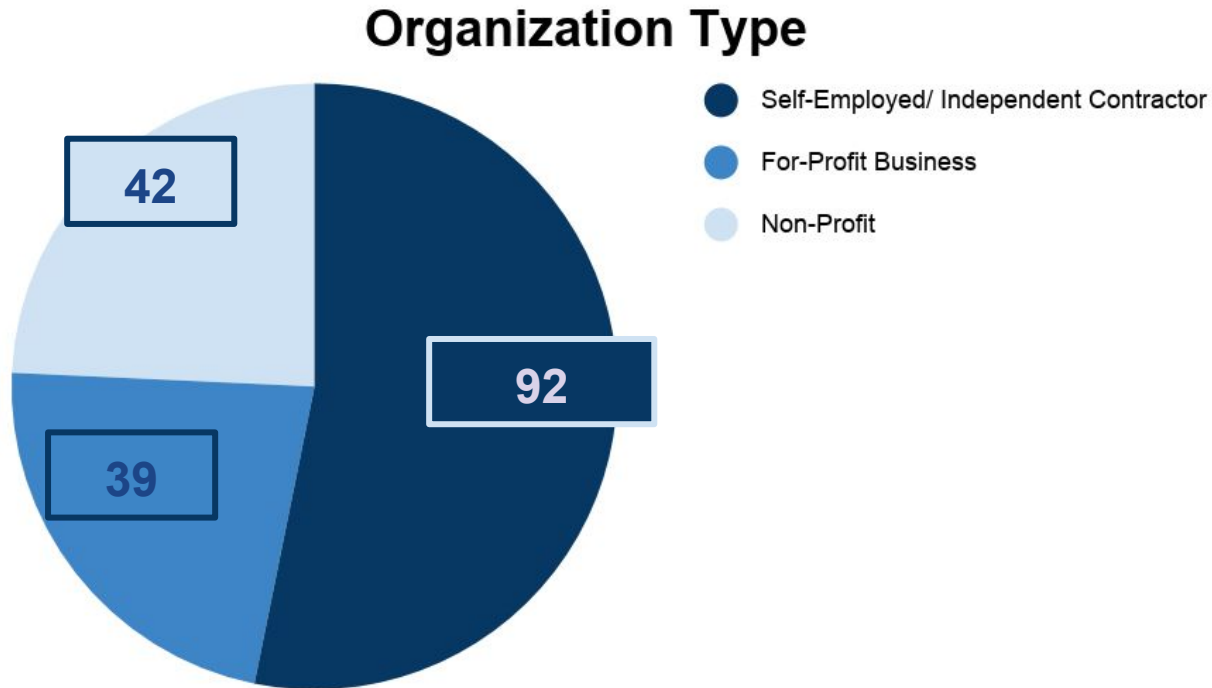
# COVID19 Survey Data



**BLOOMINGTON  
ENTERTAINMENT  
& ARTS DISTRICT**

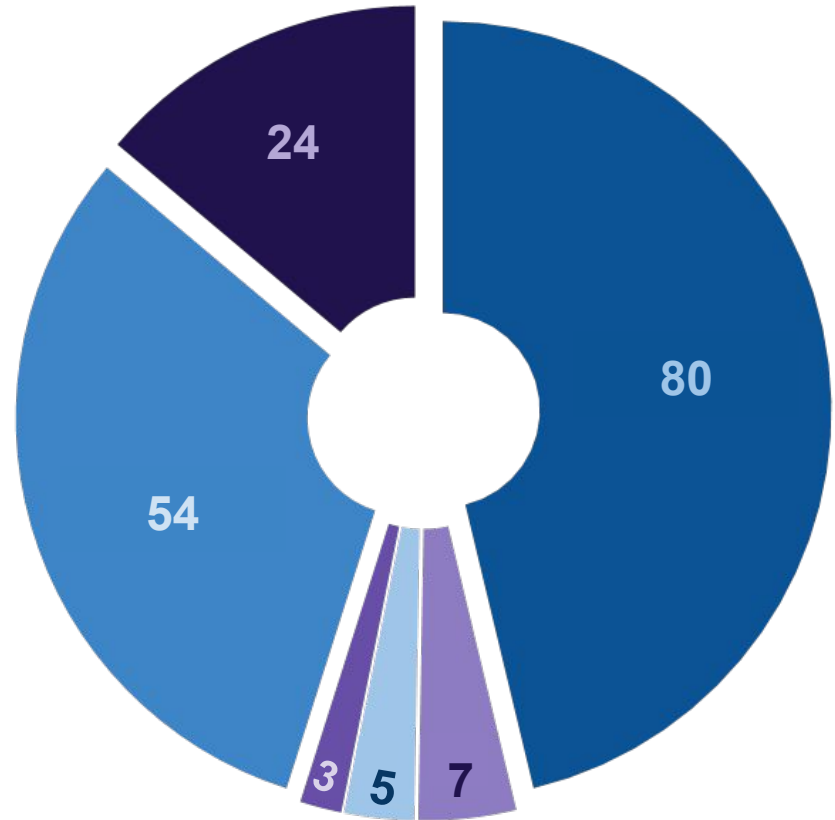
Possibilities in every direction

# SURVEY RESPONDENTS: ORGANIZATIONAL TYPE



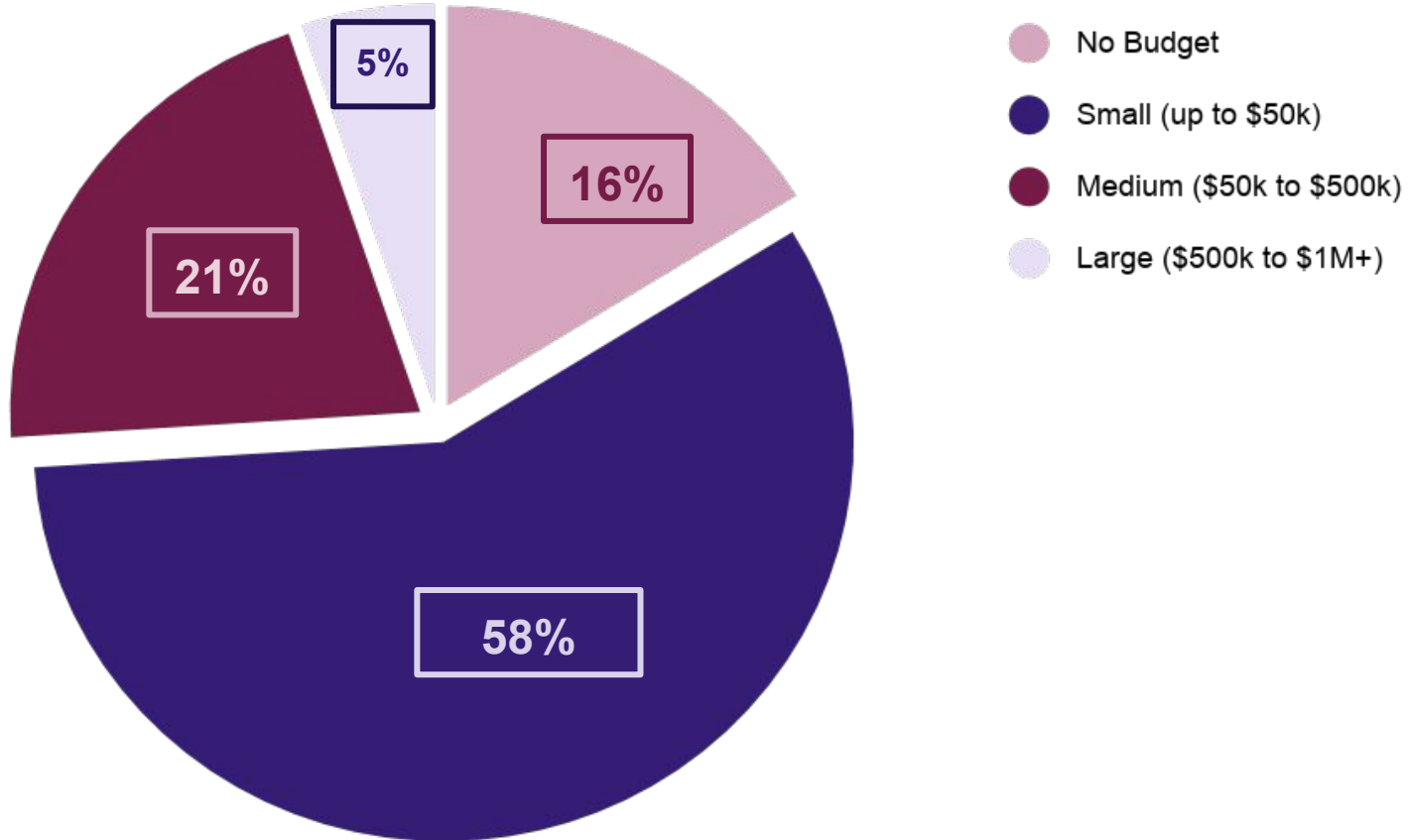
# Which of the following best describes you or your organization's primary purpose or artistic discipline?

- Artist / Independent Contractor
- Literary arts / publications
- Media arts / film / video
- Other arts service / arts advocacy organization
- Performing arts (e.g., dance, music, theater, presenter)
- Visual arts / exhibition / museum



This is a snapshot of what consists of Bloomington's arts community.

# SURVEY RESPONDENTS: Budget Size



## **NONPROFITS**

**90%**

Cancelled/postponed  
performances and/or  
exhibitions

**67%**

Cancelled/postponed special  
events for  
donors/funders/members

**67%**

Cancelled/postponed  
meetings, workshops, and  
conferences

## **ALL RESPONDENTS**

**75%**

**37%**

**61%**

## NONPROFITS

**76%**

Refunds (Including refunded tickets, refunded fees, and modified refund policy)

**50%**

Increased online presence (e.g., live-streaming of performances, enhanced access to online experiences)

**88%**

Reductions (Including salary/payroll, staff, creative + other workforce)

## ALL RESPONDENTS

**38%**

**40%**

**69%**

## NONPROFITS

26%

Used Financial Reserves

14%

Other

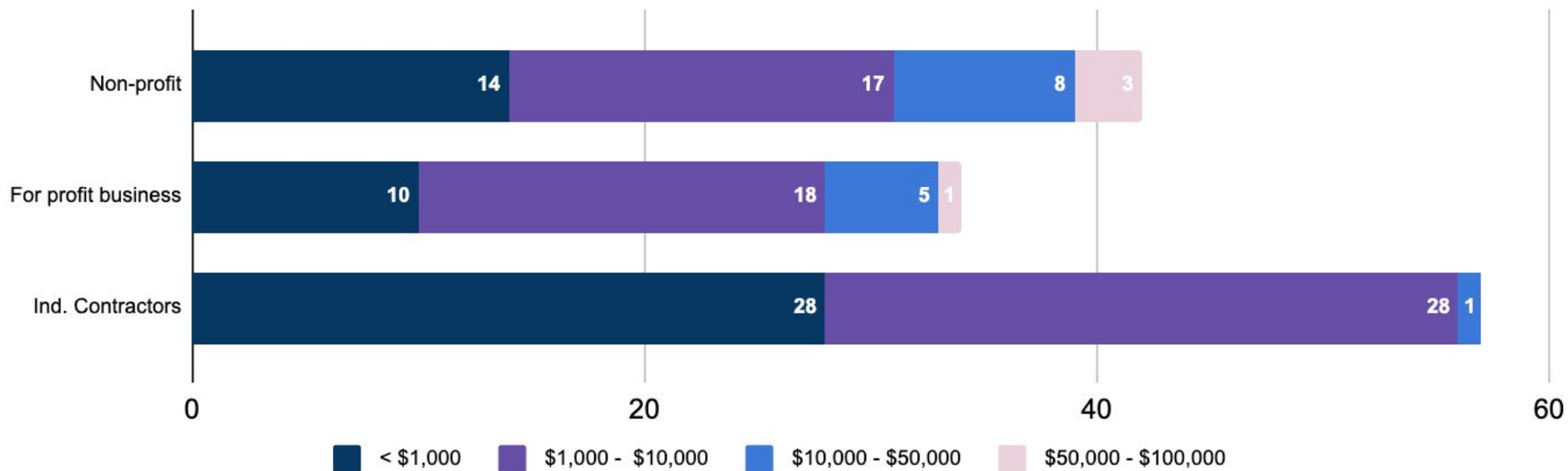
## ALL RESPONDENTS

43%

10%

Other

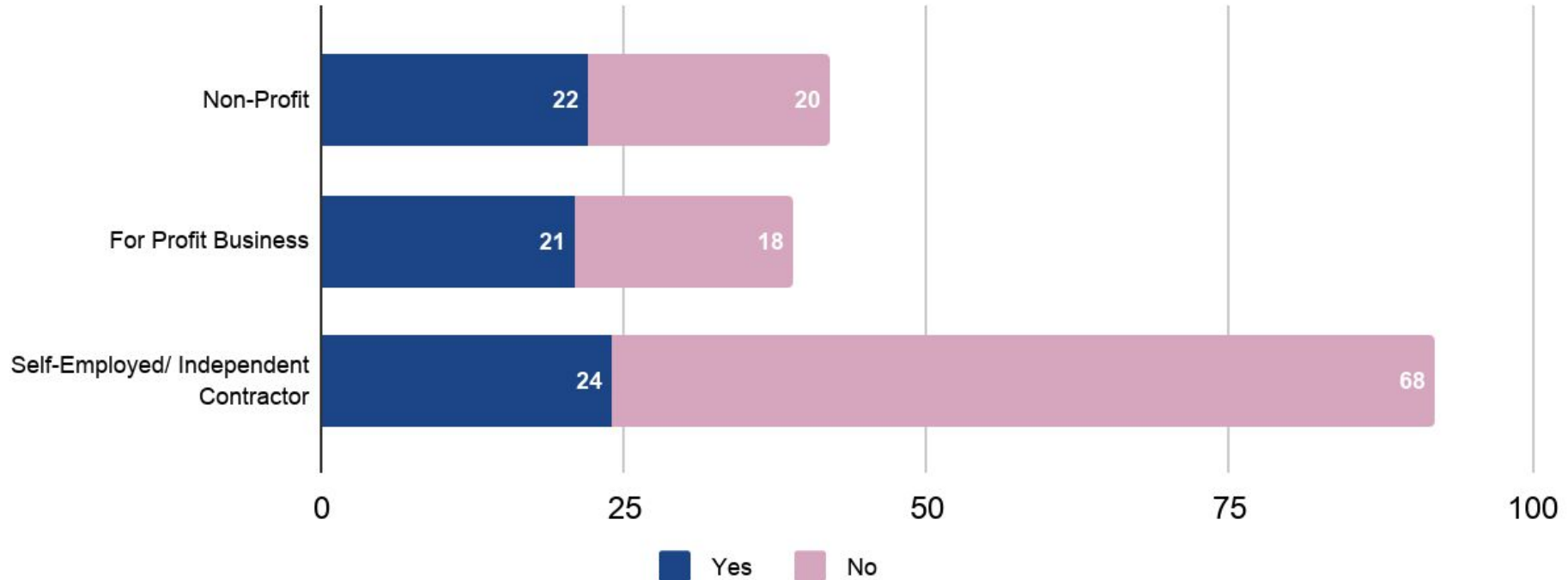
## Estimated Lost Monthly Income (by Organization Type)





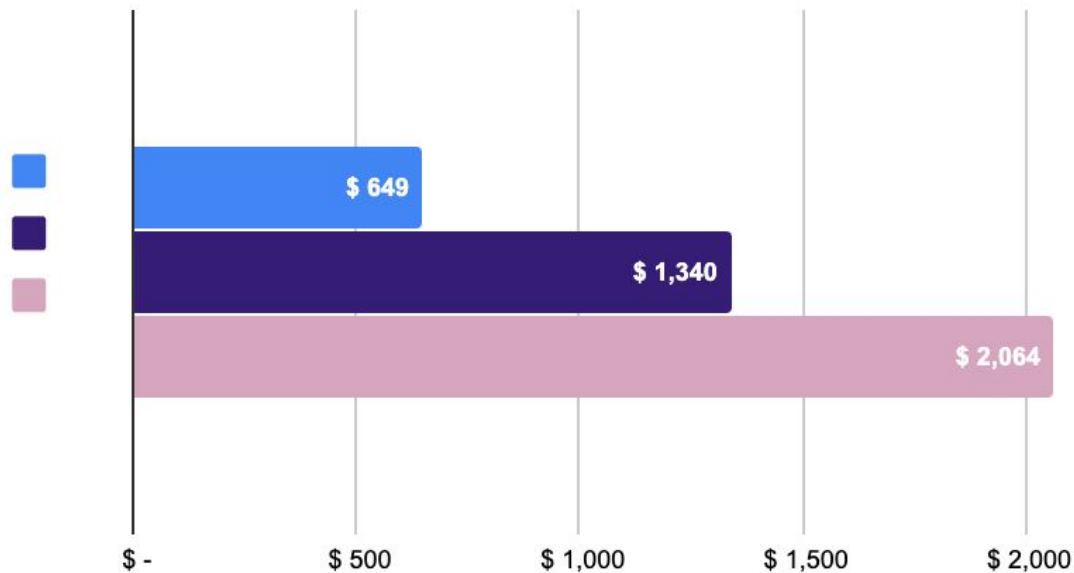
# Bloomington Entertainment & Arts District

## Organizations that Made Staffing Adjustments



## Average Unanticipated Monthly Expenditures

Self-Employed (n=92)  
For Profit Business (n=39)  
Non-Profit Organizations (n=42)



# Unanticipated Expenditures (ALL RESPONDENTS)

**46%**

Marketing and Printed  
Advertising Materials

**49%**

Delay/Postponement  
of Contracts

**29%**

Cleaning and  
Disinfecting Protocols

**40%**

Direct Cash Loss  
(Cancellation Fees and  
Rental Deposit Loss)

**50%**

Indirect Cash Loss  
(Travel Cancellations and  
Rental/Lease Agreements)

**9%**

Payroll/Benefit  
Costs

# Unanticipated Expenditures (NONPROFITS)

**76%**

Marketing and Printed  
Advertising Materials

**61%**

Delay/Postponement  
of Contracts

**45%**

Cleaning and  
Disinfecting Protocols

**52%**

Direct Cash Loss  
(Cancellation Fees and  
Rental Deposit Loss)

**45%**

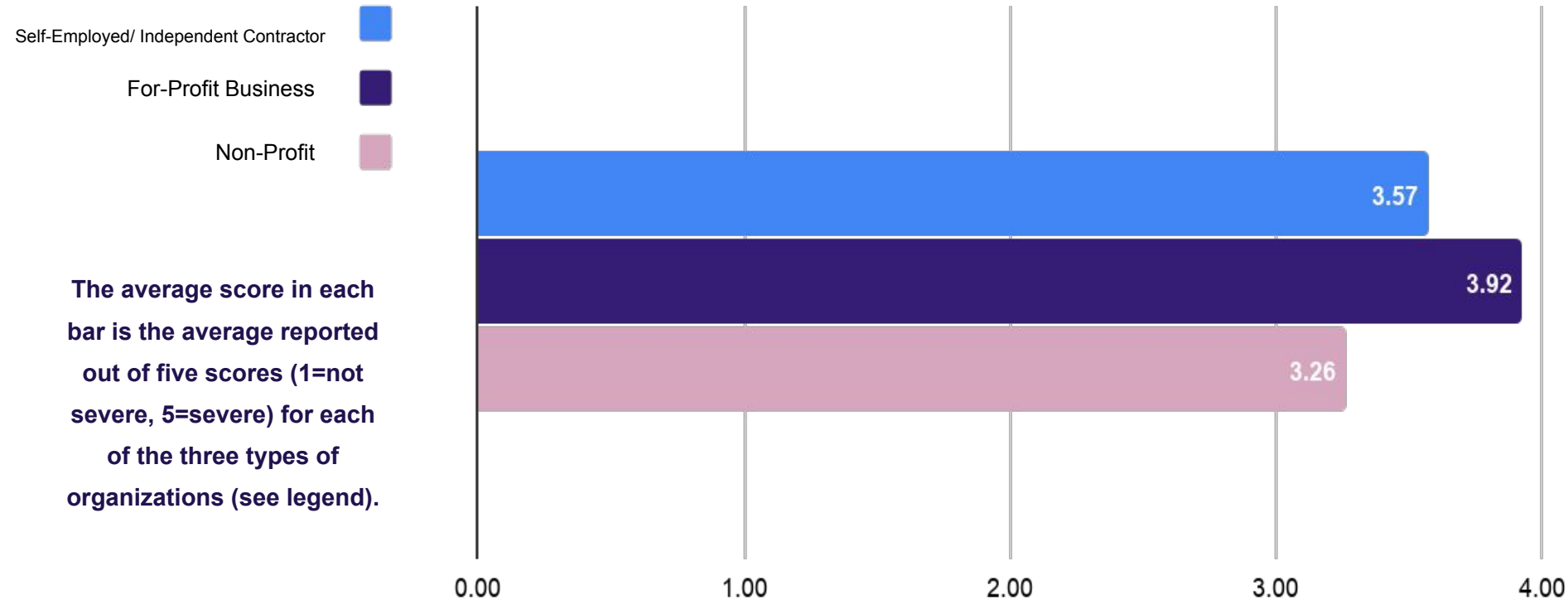
Indirect Cash Loss  
(Travel Cancellations and  
Rental/Lease Agreements)

**7%**

Payroll/Benefit  
Costs

## How severe do you expect the financial impact of the COVID-19 to be on your organization?

(where not severe = 1 means the current effect on revenues not severe enough to require closure in the next 0-12 months to 5 severe= current effects severe enough to require closure in the next 0-12 months if conditions remain the same)



# **Uncertainty for the Future**

In addition to revenue loss, staff reduction and the cancellation of programming, the Bloomington Arts Community also expresses the loss of human connection, the loss of the impact the arts community, and the loss of primary purpose they had in Bloomington: especially with kids and underserved communities.

Everyone is doing all they can, such as moving to online platforms. However, not all of these challenges can be solved through the online applications. There are still issues that need to be addressed, including supporting artists, space concerns, and planning for the future.

# Uncertainty for the Future

“We had planned to bring our science of silica programming into various elementary schools this spring. The teachers had written grants and we had applied for funding. We were going to be serving about 200 to 400 children with a hands-on art activity.”

50%

Felt a negative impact or a loss in the arts community (including a loss of support, loss of celebration, connection to people, loss of impact or primary purpose, loss of art)

# Uncertainty for the Future

17%

**Are struggling to continue  
and/or rebuild their daily  
operations**

“It has taken many years for our organization to build itself into a professional theater company and it's sadly quite possible that all of that work will be wiped out in a matter of months. Rebuilding during a recession would be extremely challenging for anyone, but if the staff is gutted, it may prove to be impossible.”

37%

**Are uncertain for their future (including small business operations, performing arts seasons, gallery exhibitions, arts programming, and business for individual artists, etc.)**

24%

**Experience a negative impact on their livelihood (including paying mortgages/rent, car expenses, groceries, gas, and/or qualifying for unemployment)**



# National Arts Survey Responses (Arts/Culture Sector)

**Nearly \$5  
Billion**

in losses across the  
cultural sector

**More than a  
33%**

have had to dip into their  
financial reserves, to make up  
for revenue shortfalls and  
cover costs incurred during  
the pandemic.

**94%**

Cancelled events since the crisis began,  
suffering a total drop in attendance of  
more than 55 million people.

**54%**

of respondents across the country said  
they had increased their online presence.  
The recent flood of online exhibitions,  
live-streamed performances, and digital  
resources, overwhelming as it may be,  
evinces the sector's high degree of  
adaptability.

**More than 75%**

of organizations surveyed said a  
temporary or permanent reduction in staff  
would be at least somewhat likely.

**27%**

considering a temporary or permanent  
reduction in staff would be extremely likely.

**25%**

of respondents said they have already  
reduced staff, around the same fraction of  
which has cut salaries.

# National Arts Survey Responses (Theatregoers)

Shugoll Research, a national marketing research firm, has released the results from an online survey of **2,762 Washington, D.C.-area theatregoers** about their willingness to return to theatres in the aftermath of the current coronavirus pandemic.

The survey found that around half (**49%**) of those questioned say they will likely wait a few months before returning.

Only **25%** think they would attend right away.

Survey results showed that **27%** said they would attend the theatre less often after this crisis,

With just **13%** saying they would attend more often.

The study, which surveyed participants who attend at least two professional theatre productions in a typical year, also found a sign of loyalty among the most frequent theatregoers, **41%** of whom said they were very likely to attend theatres immediately once they open.



# National Arts Survey Responses (Theatre-goers)

**25%** of surveyees fear a recession

**25%** of surveyees have less disposable income

**21%** of whom reported taking a salary cut or losing their job entirely

Still, almost half (**46%** of those surveyed are worried about how returning to the theatre might impact their health,

And **42%** of those surveyed are aware that a COVID-19 vaccine likely won't yet be available when many theatres reopen.

The existence of a vaccine—which health officials have said would take 12 to 18 months or more to arrive—was the factor most likely to increase interest in returning to the theatre, with **67%** saying that would be decisive.

In addition, **56%** said that theatres taking steps to clean and disinfect before each performance would also help get them consider returning to the theatre sooner than later.

Theatres making hand sanitizers available throughout the space and leaving every other seat empty for social distancing both saw **43% of surveyees** saying these safety measures would positively influence their decision to return to the theatre.



# Appendix

## Survey Information and Questions

- Open (3/24/20 - 4/8/20)
- 173 Respondents

4/16/2020 Copy of Bloomington Arts and Culture COVID-19 Impact

### Copy of Bloomington Arts and Culture COVID-19 Impact

To help us better understand needs and how the Arts and Culture Sector is being impacted by COVID-19, we need you to complete this survey.

\* Required

1. What is the name of your organization? \*
2. Which of the following categories best describes your organization's legal status? \*  
*Mark only one oval.*
  - ☐ Non-Profit
  - ☐ For Profit Business
  - ☐ Self-Employed/Independent Contractor
3. Which of the following categories best describes you or your organization's primary purpose or artistic discipline? \*  
*Mark only one oval.*
  - ☐ Performing arts (e.g., dance, music, theater, presenter)
  - ☐ Artist / Independent Contractor
  - ☐ Visual arts / exhibition / museum
  - ☐ Literary arts / publications
  - ☐ Media arts / film / video
  - ☐ Other arts service / arts advocacy organization

<https://docs.google.com/forms/d/1D38jgHfK1Vn2TPmaWygg3HC2kMY6VN11WUlnPPH9Jsk/edit?usp=sharing>

1/6



# Appendix - Survey Questions Cont.

4/16/2020

Copy of Bloomington Arts and Culture COVID-19 Impact

4. What is your postal code? \*

\_\_\_\_\_

5. Monroe County Location \*

*Mark only one oval.*

- ☐ Bloomington  
☐ Ellettsville/Stinesville  
☐ Unincorporated county

## Financial Impact

6. Which of the following categories includes you or your organization's operating budget?

*Mark only one oval.*

- ☐ No budget / all volunteer  
☐ < \$10,000  
☐ \$10,000 - \$50,000  
☐ \$50,000 - \$100,000  
☐ \$100,000 - \$250,000  
☐ \$250,000 - \$500,000  
☐ \$500,000 - \$1,000,000  
☐ \$1,000,000 or more

4/16/2020

Copy of Bloomington Arts and Culture COVID-19 Impact

7. How severe do you expect the financial impact of the COVID-19 to be on your organization? (where not severe = 1 means the current effect on revenues not severe enough to require closure in the next 0-12 months to 5 severe= current effects severe enough to require closure in the next 0-12 months if conditions remain the same) \*

*Mark only one oval.*

	1	2	3	4	5	
Not Severe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Severe

8. Has your organization made staffing adjustments? \*

*Mark only one oval.*

- ☐ Yes  
☐ No

9. If yes, estimate total weekly staff hour reduction for your organization to this point.

\_\_\_\_\_

10. If no, if current conditions hold for the next 60 days, estimate the reduction in staff hours per week that you anticipate.

\_\_\_\_\_

# Appendix - Survey Questions Cont.

4/16/2020

Copy of Bloomington Arts and Culture COVID-19 Impact

11. Have you or your organization taken any of the following actions directly as a result of the COVID-19? Check all that apply. \*

*Check all that apply.*

- ☐ Cancelled/postponed performances, exhibitions
- ☐ Cancelled/postponed special events for donors/funders/members
- ☐ Cancelled/postponed meetings/workshops/conferences
- ☐ Refunded tickets
- ☐ Refunded fees
- ☐ Modified its refund policy
- ☐ Increased online presence (e.g., live-streaming of performances, enhanced access to online experiences)
- ☐ Reduced salaries/payroll
- ☐ Reduced staff
- ☐ Reduced creative workforce (e.g., artists)
- ☐ Reduced other workforce (e.g., consultants, etc.)
- ☐ Used financial reserves
- ☐ Other (please describe):

12. If you're an individual artist/performer/creative: To date, what are your estimated lost wages/earnings due to temporary closures/cancellations related to COVID-19? (We recognize that an exact figure may not be available). \*

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13. For Arts Organizations: estimate the monthly total amount of lost income that your organization will make as a result of the COVID-19? (We recognize that an exact figure may not be available).

*Mark only one oval.*

- ☐ < \$1,000
- ☐ \$1,000 - \$10,000
- ☐ \$10,000 - \$50,000
- ☐ \$50,000 - \$100,000

4/16/2020

Copy of Bloomington Arts and Culture COVID-19 Impact

14. Have you or your organization incurred (or will it incur) unanticipated expenditures as a result of COVID-19? \*

*Check all that apply.*

- ☐ Cleaning/Disinfecting Protocols
- ☐ Unexpected Marketing
- ☐ Cancellation Fees
- ☐ Rental Deposit Loss
- ☐ Lease/Rental Agreements
- ☐ Payroll/Benefits
- ☐ Travel Cancellations
- ☐ Delay/Postponement of Contracts
- ☐ Printed Advertising Materials

15. The monthly total amount of unanticipated expenditures due to COVID-19? \*

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16. If you or your organization present and/or produce in-person events such as performances, exhibitions, classes and/or lessons, meetings and/or conferences, readings, workshops, etc., estimate the loss of attendance. (Consider events with physical attendance only. We recognize that an exact figure may not be available). \*

*Mark only one oval.*

- ☐ < 50
- ☐ 50 - 500
- ☐ 500 - 1,000
- ☐ 1,000 - 5,000
- ☐ 5,000 - 10,000
- ☐ 10,000 or more

# Appendix - Survey Questions Cont.

4/16/2020

Copy of Bloomington Arts and Culture COVID-19 Impact

17. If you do plan to apply for emergency relief funding, to what sources do you plan to apply?

*Check all that apply.*

- ☐ CFBMC Rapid Response Grants
- ☐ SBA Loans
- ☐ CDFI Loan
- ☐ Personal bank loan
- ☐ Other national relief funds
- ☐ Other national artist relief funds

Thank you

18. In addition to the financial and attendance information, we are also trying to capture stories about how COVID-19 is impacting the arts. Is there anything else that you'd like to share about the impact on you and our community?

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